



WPXI
P.O. Box 640132
Pittsburgh, PA 15264-0132
ph: (412) 237-1100
fx: (412) 237-2247

Advertiser
Agency
Buyer
Salesperson

Smith, Tom/R/SEN/PA (15776)
SRCP - Stevens Reed Curcio & Potho(2056)
VONDERHEID,BETSY
Telerep/Washington DC, Washington DC
(1040)
ph: (555) 555-5555
Political - Federal Candidate (1067)
POL/T SMITH/R/SEN/PA (114155)
National/Political
196/06275053

Invoice 623065
Inv Date 8/26/2012
Terms Net 30
Contract 326555
Bill Type Standard
Period 7/30/2012 - 8/26/2012

SRCP - Stevens Reed Curcio & Potholm
201 North Union Street
Suite 200
Alexandria, VA 22314

AgM

Product
Brand
Acct Types
Est/Headline
Demo
Revision
Comments

SMITH :30 8/14
***** THIS IS A CASH IN ADVANCE

CO-OP/Order Type Yes/Normal
Package
Gen. Date 8/27/2012 4:54:58PM

Pittsburgh (WPXI)

OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Program	Copy/ISCI	Amount	Remarks
1.0	Contract Line Remarks:	ELLEN/1							
	Spot	10:00:04AM-Elle	Day,Tu-1,W-1,Th-1,F-1	08/14/12 10:25AM (Tu)	00:30	Ellen	TS12TV09H	\$325.00	
	Spot	10:00:04AM-Elle	Day,Tu-1,W-1,Th-1,F-1	08/15/12 10:29AM (We)	00:30	Ellen	TS12TV09H	\$325.00	
	Spot	10:00:04AM-Elle	Day,Tu-1,W-1,Th-1,F-1	08/16/12 10:42AM (Th)	00:30	Ellen	TS12TV09H	\$325.00	
	Spot	10:00:04AM-Elle	Day,Tu-1,W-1,Th-1,F-1	08/17/12 10:30AM (Fr)	00:30	Ellen	TS12TV09H	\$325.00	
2.0	Contract Line Remarks:	LATE NEWS/2							
	Spot	10:59:34PM-CHANNE	Per week (2),Tu,We,Th,Fr	08/16/12 11:12PM (Th)	00:30	CHANNEL 11 NEWS AT 11P	TS12TV09H	\$1250.00	
	Spot	10:59:34PM-CHANNE	Per week (2),Tu,We,Th,Fr	08/17/12 11:22PM (Fr)	00:30	CHANNEL 11 NEWS AT 11P	TS12TV09H	\$1250.00	
3.0	Contract Line Remarks:	NOON NEWS/3							
	Spot	11:59:04AM-Channel	Per week (2),Tu,We,Th,Fr	08/14/12 12:10PM (Tu)	00:30	Channel 11 News At Noon	TS12TV09H	\$275.00	
	Spot	11:59:04AM-Channel	Per week (2),Tu,We,Th,Fr	08/15/12 12:24PM (We)	00:30	Channel 11 News At Noon	TS12TV09H	\$275.00	
4.0	Contract Line Remarks:	JUDGE JUDY 4-430P/4							
	Spot	4:00:04PM-Judge Ju	Day,Tu-1,W-1,Th-1,F-1	08/14/12 4:19PM (Tu)	00:30	JUDGE JUDY 4P	TS12TV09H	\$300.00	
	Spot	4:00:04PM-Judge Ju	Day,Tu-1,W-1,Th-1,F-1	08/15/12 4:18PM (We)	00:30	JUDGE JUDY 4P	TS12TV09H	\$300.00	
	Spot	4:00:04PM-Judge Ju	Day,Tu-1,W-1,Th-1,F-1	08/16/12 4:25PM (Th)	00:30	JUDGE JUDY 4P	TS12TV09H	\$300.00	
	Spot	4:00:04PM-Judge Ju	Day,Tu-1,W-1,Th-1,F-1	08/17/12 4:20PM (Fr)	00:30	JUDGE JUDY 4P	TS12TV09H	\$300.00	
5.0	Contract Line Remarks:	NEWS 5-530P/5							
	Spot	5:00:00PM- 5:30:00	Per week (2),Tu,We,Th,Fr	08/14/12 5:23PM (Tu)	00:30	CHANNEL 11 NEWS-FIRST AT FIVE	TS12TV09H	\$550.00	
	Spot	5:00:00PM- 5:30:00	Per week (2),Tu,We,Th,Fr	08/16/12 5:12PM (Th)	00:30	CHANNEL 11 NEWS-FIRST AT FIVE	TS12TV09H	\$550.00	
6.0	Contract Line Remarks:	NEWS 6-630P/6							
	Spot	5:58:34PM-Channel	Day,Tu-1,W-1,Th-1,F-1	08/14/12 6:12PM (Tu)	00:30	Channel 11 News At 6pm M-F	TS12TV09H	\$700.00	
	Spot	5:58:34PM-Channel	Day,Tu-1,W-1,Th-1,F-1	08/15/12 6:28PM (We)	00:30	Channel 11 News At 6pm M-F	TS12TV09H	\$700.00	
	Spot	5:58:34PM-Channel	Day,Tu-1,W-1,Th-1,F-1	08/16/12 6:12PM (Th)	00:30	Channel 11 News At 6pm M-F	TS12TV09H	\$700.00	
	Spot	5:58:34PM-Channel	Day,Tu-1,W-1,Th-1,F-1	08/17/12 6:20PM (Fr)	00:30	Channel 11 News At 6pm M-F	TS12TV09H	\$700.00	
7.0	Contract Line Remarks:	NEWS 6-7A/7							
	Spot	5:59:04AM-Channel	Day,Tu-1,W-1,Th-1,F-1	08/14/12 6:09AM (Tu)	00:30	Channel 11 News 6am	TS12TV09H	\$600.00	
	Spot	5:59:04AM-Channel	Day,Tu-1,W-1,Th-1,F-1	08/15/12 6:12AM (We)	00:30	Channel 11 News 6am	TS12TV09H	\$600.00	
	Spot	5:59:04AM-Channel	Day,Tu-1,W-1,Th-1,F-1	08/16/12 6:28AM (Th)	00:30	Channel 11 News 6am	TS12TV09H	\$600.00	
	Spot	5:59:04AM-Channel	Day,Tu-1,W-1,Th-1,F-1	08/17/12 6:44AM (Fr)	00:30	Channel 11 News 6am	TS12TV09H	\$600.00	
8.0	Contract Line Remarks:	JEOP 7-730P/8							
	Spot	6:59:29PM-Jeopardy	Per week (2),Tu,We,Th,Fr	08/15/12 7:05PM (We)	00:30	Jeopardy	TS12TV09H	\$1100.00	
	Spot	6:59:29PM-Jeopardy	Per week (2),Tu,We,Th,Fr	08/17/12 7:00PM (Fr)	00:30	Jeopardy	TS12TV09H	\$1100.00	
9.0	Contract Line Remarks:	TODAY 7-9A/9							
	Spot	7:00:04AM-Today Sh	Day,Tu-1,W-1,Th-1,F-1	08/14/12 7:30AM (Tu)	00:30	Today Show	TS12TV09H	\$525.00	
	Spot	7:00:04AM-Today Sh	Day,Tu-1,W-1,Th-1,F-1	08/15/12 8:36AM (We)	00:30	Today Show	TS12TV09H	\$525.00	
	Spot	7:00:04AM-Today Sh	Day,Tu-1,W-1,Th-1,F-1	08/16/12 8:49AM (Th)	00:30	Today Show	TS12TV09H	\$525.00	
	Spot	7:00:04AM-Today Sh	Day,Tu-1,W-1,Th-1,F-1	08/17/12 7:29AM (Fr)	00:30	Today Show	TS12TV09H	\$525.00	
10.0	Contract Line Remarks:	WHEEL 730-8P/10							
	Spot	7:30:04PM-WHEEL C	Per week (1),Tu,We,Th,Fr	08/16/12 7:37PM (Th)	00:30	Wheel Of Fortune	TS12TV09H	\$1300.00	



WPXI
P.O. Box 640132
Pittsburgh, PA 15264-0132
ph: (412) 237-1100
fx: (412) 237-2247

Advertiser
Agency
Buyer
Salesperson

Smith, Tom/R/SEN/PA (15776)
SRCP - Stevens Reed Curcio & Potho(2056)
VONDERHEID,BETSY
Telerep/Washington DC, Washington DC
(1040)
ph: (555) 555-5555
Political - Federal Candidate (1067)
POL/T SMITH/R/SEN/PA (114155)
National/Political
196/06275053

Invoice 623065
Inv Date 8/26/2012
Terms Net 30
Contract 326555
Bill Type Standard
Period 7/30/2012 - 8/26/2012

SRCP - Stevens Reed Curcio & Potholm
201 North Union Street
Suite 200
Alexandria, VA 22314

AgM

Product
Brand
Acct Types
Est/Headline
Demo
Revision
Comments

SMITH :30 8/14
***** THIS IS A CASH IN ADVANCE

CO-OP/Order Type Yes/Normal
Package
Gen. Date 8/27/2012 4:54:58PM

Pittsburgh (WPXI)

OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Program	Copy/ISCI	Amount	Remarks
11.0	Contract Line Remarks:	TODAY 9A-10A/11							
	Spot	9:00:04AM-Today Si	Per week (3),Tu,We,Th,Fr	08/15/12 9:29AM (We)	00:30	TODAY SHOW 9A	TS12TV09H	\$350.00	
	Spot	9:00:04AM-Today Si	Per week (3),Tu,We,Th,Fr	08/16/12 9:59AM (Th)	00:30	TODAY SHOW 9A	TS12TV09H	\$350.00	
	Spot	9:00:04AM-Today Si	Per week (3),Tu,We,Th,Fr	08/17/12 9:57AM (Fr)	00:30	TODAY SHOW 9A	TS12TV09H	\$350.00	
12.0	Contract Line Remarks:	LATE NEWS/12							
	Spot	10:59:34PM-CHANNE	Day,W-1,Th-1	08/15/12 11:23PM (We)	00:30	CHANNEL 11 NEWS AT 11P	TS12TV09H	\$1250.00	
	Spot	10:59:34PM-CHANNE	Day,W-1,Th-1	08/16/12 11:34PM (Th)	00:30	CHANNEL 11 NEWS AT 11P	TS12TV09H	\$1250.00	
13.0	Contract Line Remarks:	TODAY 7-9A/13							
	Spot	7:00:04AM-Today Si	Day,W-1,Th-1,F-1	08/15/12 8:57AM (We)	00:30	Today Show	TS12TV09H	\$525.00	
	Spot	7:00:04AM-Today Si	Day,W-1,Th-1,F-1	08/16/12 8:29AM (Th)	00:30	Today Show	TS12TV09H	\$525.00	
	Spot	7:00:04AM-Today Si	Day,W-1,Th-1,F-1	08/17/12 8:59AM (Fr)	00:30	Today Show	TS12TV09H	\$525.00	
14.0	Contract Line Remarks:	JUDGE JUDY 4-430P/4							
	Spot	4:00:04PM-Judge Ju	Day,M-1	08/20/12 4:25PM (Mo)	00:30	JUDGE JUDY 4P	TS12TV09H	\$300.00	
15.0	Contract Line Remarks:	NEWS 6-630P/6							
	Spot	5:58:34PM-Channel	Day,M-1	08/20/12 6:22PM (Mo)	00:30	Channel 11 News At 6pm M-F	TS12TV09H	\$700.00	
16.0	Contract Line Remarks:	NEWS 6-7A/7							
	Spot	5:59:04AM-Channel	Day,M-1	08/20/12 6:58AM (Mo)	00:30	Channel 11 News 6am	TS12TV09H	\$600.00	
17.0	Contract Line Remarks:	TODAY 7-9A/9							
	Spot	7:00:04AM-Today Si	Day,M-1	08/20/12 7:29AM (Mo)	00:30	Today Show	TS12TV09H	\$525.00	
18.0	Contract Line Remarks:	LATE NEWS/12							
	Spot	10:59:34PM-CHANNE	Day,M-1	08/20/12 11:13PM (Mo)	00:30	CHANNEL 11 NEWS AT 11P	TS12TV09H	\$1250.00	
19.0	Contract Line Remarks:	TODAY 7-9A/13							
	Spot	7:00:04AM-Today Si	Day,M-1	08/20/12 8:37AM (Mo)	00:30	Today Show	TS12TV09H	\$525.00	
20.0	Contract Line Remarks:	BLK & GOLD 11-1135P/14							
	Spot	11:00:04PM-Black &	Day,Su-1	08/19/12 11:46PM (Su)	00:30	Black & Gold Zone	TS12TV09H	\$1400.00	

REMIT TO: P.O. BOX 640132 PGH, PA 15264-0132

We warrant that the actual broadcast information shown on this invoice was taken from the official log.

Gross Total	\$27,875.00	Total Spots	44
Commission	(\$4,181.25)		
Net Total	\$23,693.75		